

One of the resources for parents during Mental health awareness week will be something from ReadyRosie. We strongly encourage all programs in Howard County to share ReadyRosie with their families. So that families will already have access to the video information, you can **promote registration in April- during Month of the Young Child.**

---

Email template:



Dear “your school name” Families,

We are very excited to share ReadyRosie, a free family education tool! ReadyRosie is a simple way to discover activities and games you can play that relate to everyday learning. Have more fun with your child through meaningful interactions! The best part is that each activity/ game is modeled in a 2 minute video so you and your child can watch together and then play the game!

**What is ReadyRosie?**

<https://www.youtube.com/watch?v=6jq3QOj-Lkg&feature=youtu.be>

**Your link register** (free for Howard County families)

<https://app.readyrosie.com/en/register>

Thank you for partnering with us and for being active in your child’s learning through ReadyRosie!

## Promotion ideas

Parents are more likely to use if they are encouraged in using the resource

---

### To start

A weekend challenge to sign up. Do a big promotion—generate hype.  
Send above information in newsletter and/or post video in lobby.

**“Take 5 minutes this weekend to see what ReadyRosie is and then register for free!”**

### Make a lobby board:

Theme/ Video highlight of the week:

**“Don’t forget to watch your Ready Rosie tonight”**

Question on the board:

**“For the video of the week, did you do it?”**

**“Which was the most fun one?”**

**“Did you do the grocery store visit idea?”**

Parent/ Child Spotlight:

**Joey will tell us his favorite video and why. They can take a picture of them doing it and post on board. (or make own video)**

Questions at circle:

**“Do the video sometime over the weekend—we’ll talk about it at circle!”**

After a few months in:

**What is your favorite activity so far--write on message board on Monday to share.**

Create a **#Readyschoolname** on twitter.

**Allows parents to share pictures of what families are doing with it. Creates program community spirit and good school promotion.**

Grandparent Day:

**Invite other family members or friends to do it too!**

Create a ReadyRosie zone:

**Watch a video at pick up or drop off to**

Challenge for families:

**Practice new language-watch the Spanish video**